I DO NOT think that cell phone use should be allowed during flight. I am a frequent business traveler that feels that this would be extremely disruptive. I typically spent the time during flights to catch up on e-mails and my professional reading. Often times, I am preparing for meetings or audits that require concentration. Please don't allow this to happen. People speaking loudly to be heard over the engine and other people's conversations will be a burden to everyone. I can't imagine trying to read, sleep, or watch a movie. SAY NO!!!!!!!!!!!!!